

ABSTRACT

A method of processing an online purchase request from a customer to a vendor includes a step of receiving a first online purchase request for a first item. Responsive to a first customer input, the method calls for processing the first online purchase request using an express processing procedure that requires no further input by the customer to execute the online purchase request or as a shopping cart that requires a second customer input. Responsive to the second customer input, the customer's shopping cart is processed by the express processing procedure or by a normal checkout procedure. The processed shopping cart or the processed first online purchase request may then be converted into a first executable order.